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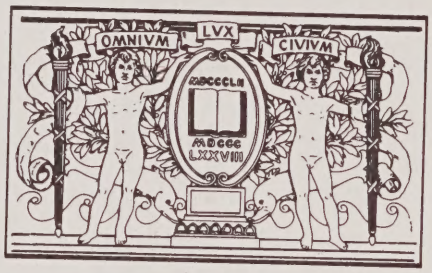

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Trends in Retail Trade in Boston and the Metropolitan Area, 1967-1987

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The recently published Census of Retail Trade 1987 indicates that Boston and its metropolitan area, like the Northeast as a whole, enjoyed strong growth in retail sales between 1982 and 1987. This report summarizes trends in sales and employment in retail trade over a twenty-year period.

In the nation, retail sales in the Northeast grew faster than those in any other region between 1982 and 1987. Growth lagged in the southern and western regions, while the Northeast kept up a steady pace. Massachusetts has held the tenth position in retail sales among the fifty states in the three censuses since 1977.

The following set of 33 tables summarize the trends in retail trade in Boston and its metropolitan area from 1967 to 1987. The data are all from the Census of Retail Trade.

Tables 1-14 relate to the city, and tables 15-28 relate to the metropolitan area (the Boston Primary Metropolitan Statistical Area (PMSA) as defined by the Census Bureau). Tables 29-31 show the city/metro ratios for sales, employment, and establishments.

In brief, retail sales increased by 23 percent in the city from 1982 to 1987. The city still has not regained the level of retail sales that it reached in 1967, but the downward trend in sales has ceased. All business types increased sales in the last five-year period, led by eating and drinking places that continued to increase their share of total retail sales.

The number of retail employees grew by 1.9 percent from 1982 to 1987, led by eating and drinking places. Employment in general merchandise dropped by 3,800 (partly explained by reductions by Sears Roebuck) to offset gains in other business types.

Retail sales per employee, a measure of productivity, increased by nearly $8,000

in the last five-year period, bringing the average above the previous peak (1972). All business types made substantial gains in productivity with the exceptions of food stores and eating and drinking places.

The number of retail trade establishments in Boston increased by 529, with substantial increases in all business types except automotive. The average size of a Boston retail establishment, 14.9 employees, was lower in 1987 than in 1967 when the average was 15.5 employees per establishment.

The surge in retail trade has coincided with consistent gains in total and per capita income in Suffolk County since 1982 (see Table 27).

Looking at tables 29-31, the City of Boston reversed the decline in its share of metropolitan area sales by regaining over one percentage point of total sales. All business types held or increased their 1982 shares, with the exception of building materials. The city's share of the metropolitan area's retail employment dropped again, however, as did the city share of retail establishments. However, this also translates into greater gains in productivity in the city compared to the metropolitan area.

TABLE 1. RETAIL SALES BY BUSINESS TYPE, CITY OF BOSTON, IN 1987 CONSTANT DOLLARS, 1967-1987.

(thousands $)

Type of Business	1967	1972	1977	1982	1987
Building Material	74,816	85,696	61,631	94,910	126,290
General Merchandise	973,153	745,949	475,934	362,977	422,061
Food Stores	836,476	795,228	687,678	613,103	663,335
Automotive	688,301	599,303	446,047	403,338	545,984
Apparel	414,736	379,183	306,696	276,083	370,205
Furniture	205,413	197,584	119,121	132,742	202,626
Eating & Drinking	618,377	619,331	605,622	646,978	865,828
Miscellaneous Retail	781,987	858,460	697,023	801,447	910,836
Total Retail Trade	4,593,260	4,280,736	3,399,753	3,331,469	4,107,165

Source: Bureau of the Census, Census of Retail Trade.

TABLE 2. COMPOSITION OF RETAIL SALES, CITY OF BOSTON 1967-1987.

(in percent)

Type of Business	1967	1972	1977	1982	1987
Building Materials	1.6	2.0	1.8	2.8	3.1
General Merchandise	21.2	17.4	14.0	10.9	10.3
Food Stores	18.2	18.6	20.2	18.4	16.2
Automotive	15.0	14.0	13.1	12.1	13.3
Apparel	9.0	8.9	9.0	8.3	9.0
Furniture	4.5	4.6	3.5	4.0	4.9
Eating & Drinking	13.5	14.5	17.8	19.4	21.1
Miscellaneous Retail	17.0	20.1	20.5	24.1	22.2
Total Retail Trade *	100.0	100.0	100.0	100.0	100.0

* May not equal 100 percent due to rounding.

Source: Bureau of the Census, Census of Retail Trade.

TABLE 3. CHANGE IN RETAIL SALES, CITY OF BOSTON, 1967-1987, IN CONSTANT 1987 DOLLARS.

Type of Business	1967-72	1972-77	1977-82	1982-87	1967-87
	--------- (in percent) ----------				
Building Materials	14.5	-28.1	54.0	33.1	68.8
General Merchandise	-23.3	-36.2	-23.7	16.3	-56.6
Food Stores	-4.9	-13.5	-10.8	8.2	-20.7
Automotive	-12.9	-25.6	-9.6	35.4	-20.7
Apparel	-8.6	-19.1	-10.0	34.1	-10.7
Furniture	-3.8	-39.7	11.4	52.6	-1.4
Eating & Drinking	0.2	-2.2	6.8	33.8	40.0
Miscellaneous Retail	9.8	-18.8	15.0	13.6	16.5
Total Retail Trade	-6.8	-20.6	-2.0	23.3	-10.6

Source: Bureau of the Census, Census of Retail Trade.

TABLE 4. RETAIL EMPLOYEES, CITY OF BOSTON, 1967-1987.

Type of Business	1967	1972	1977	1982	1987
Building Materials	1,529	1,479	907	830	934
General Merchandise	16,550	13,545	9,279	7,546	3,728
Food Stores	13,655	14,940	7,804	7,423	7,231
Automotive	3,865	3,544	3,424	2,259	2,185
Apparel	6,794	6,397	5,235	5,113	4,350
Furniture	2,810	2,933	1,764	1,374	1,524
Eating & Drinking	17,807	15,025	18,073	22,271	27,759
Miscellaneous Retail	8,606	8,613	7,287	8,383	8,529
Total Retail Trade	71,616	66,476	53,773	55,198	56,240

Source: Bureau of the Census, Census of Retail Trade.

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TABLE 5. COMPOSITION OF RETAIL EMPLOYMENT, CITY OF BOSTON, BY TYPE OF BUSINESS, 1967-1987.

Type of Business	1967	1972	1977	1982	1987
Building Materials	2.1	2.2	1.7	1.5	1.7
General Merchandise	23.1	20.4	17.3	13.7	6.6
Food Stores	19.1	22.5	14.5	13.4	12.9
Automotive	5.4	5.3	6.4	4.1	3.9
Apparel	9.5	9.6	9.7	9.3	7.7
Furniture	3.9	4.4	3.3	2.5	2.7
Eating & Drinking	24.9	22.6	33.6	40.3	49.4
Miscellaneous Retail	12.0	13.0	13.6	15.2	15.2
Total Retail Trade	100.0	100.0	100.0	100.0	100.0

Source: Bureau of the Census, Census of Retail Trade.

TABLE 6. PERCENT CHANGE IN RETAIL EMPLOYEES, CITY OF BOSTON, BY TYPE OF BUSINESS, 1967-1987.

Type of Business	1967-72	1972-77	1977-82	1982-87	1967-87
Building Materials	-3.3	-38.7	-8.5	12.5	-38.9
General Merchandise	-18.2	-31.5	-18.7	-50.6	-77.5
Food Stores	9.4	-47.8	-4.9	-2.6	-47.0
Automotive	-8.3	-3.4	-34.0	-3.3	-43.5
Apparel	-5.8	-18.2	-2.3	-14.9	-36.0
Furniture	4.4	-39.9	-22.1	10.9	-45.8
Eating & Drinking	-15.6	20.3	23.2	24.6	55.9
Miscellaneous Retail	0.1	-15.4	15.0	1.7	-0.9
Total Retail Trade	-7.2	-19.1	2.7	1.9	-21.5

Source: Bureau of the Census, Census of Retail Trade.

TABLE 7. RETAIL SALES PER EMPLOYEE, CITY OF BOSTON, IN CONSTANT 1987 DOLLARS, 1967-1987.

Type of Business	1967	1972	1977	1982	1987
Building Materials	48,931	57,941	67,950	114,350	126,323
General Merchandise	58,801	55,072	51,292	48,102	105,769
Food Stores	61,258	53,228	88,231	90,844	85,703
Automotive	178,087	169,103	130,271	178,525	233,447
Apparel	61,044	59,276	58,585	53,996	79,509
Furniture	73,101	67,365	67,528	96,610	124,214
Eating & Drinking	34,727	41,221	33,510	29,050	29,140
Miscellaneous Retail	90,865	99,670	95,653	95,590	99,771
Total	64,138	64,396	62,525	60,356	68,227

Source: Bureau of the Census, Census of Retail Trade.

TABLE 8. CHANGE IN RETAIL SALES PER EMPLOYEE, CITY OF BOSTON, CONSTANT 1987 DOLLARS, 1967-1987.

	(in percent)				
Type of Business	1967-72	1972-77	1977-82	1982-87	1967-87
Building Materials	18.4	17.3	68.3	10.5	158.2
General Merchandise	-6.3	-6.9	-6.2	119.9	79.9
Food Stores	-13.1	65.8	3.0	-5.7	39.9
Automotive	-5.0	-23.0	37.0	30.8	31.1
Apparel	-2.9	-1.2	-7.8	47.2	30.2
Furniture	-7.8	0.2	43.1	28.6	69.9
Eating & Drinking	18.7	-18.7	-13.3	0.3	-16.1
Miscellaneous Retail	9.7	-4.0	-0.1	4.4	9.8
Total Retail Trade	0.4	-2.9	-3.5	13.0	6.4

Source: Bureau of the Census, Census of Retail Trade.

TABLE 9. NUMBER OF RETAIL ESTABLISHMENTS, CITY OF BOSTON, BY TYPE OF BUSINESS, 1967-1987.

Type of Business	1967	1972	1977	1982	1987
Building Materials	193	164	111	99	99
General Merchandise	119	107	40	38	60
Food Stores	704	491	400	336	435
Automotive	412	344	313	231	211
Apparel	420	360	329	299	437
Furniture	245	208	212	172	202
Eating & Drinking	1,327	1,140	1,140	1,113	1,331
Miscellaneous Retail	1,208	998	935	955	997
Total Retail Trade	4,628	3,821	3,480	3,243	3,772

Source: Bureau of the Census, Census of Retail Trade.

TABLE 10. COMPOSITION OF RETAIL ESTABLISHMENTS, CITY OF BOSTON, 1967-1987.

	(in percent)				
Type of Business	1967	1972	1977	1982	1987
Building Materials	4.2	4.3	3.2	3.1	2.6
General Merchandise	2.6	2.8	1.1	1.2	1.6
Food Stores	15.2	12.9	11.5	10.4	11.5
Automotive	8.9	9.0	9.0	7.1	5.6
Apparel	9.1	9.4	9.5	9.2	11.6
Furniture	5.3	5.4	6.1	5.3	5.4
Eating & Drinking	28.7	29.8	32.8	34.3	35.3
Miscellaneous Retail	26.1	26.1	26.9	29.4	26.4
Total Retail Trade	100.0	100.0	100.0	100.0	100.0

* May not equal 100 percent due to rounding.

Source: Bureau of the Census, Census of Retail Trade.

TABLE 11. CHANGE IN NUMBER OF RETAIL ESTABLISHMENTS, CITY OF BOSTON, 1967-1987.

Type of Business	1967-72	1972-77	1977-82	1982-87	1967-87
	(in percent)				
Building Materials	-15.0	-32.3	-10.8	0.0	-48.7
General Merchandise	-10.1	-62.6	-5.0	57.9	-49.6
Food Stores	-30.3	-18.5	-16.0	29.5	-38.2
Automotive	-16.5	-9.0	-26.2	-8.7	-48.8
Apparel	-14.3	-8.6	-9.1	46.2	4.0
Furniture	-15.1	1.9	-18.9	17.4	-17.6
Eating & Drinking	-14.1	0.0	-2.4	19.6	0.3
Miscellaneous Retail	-17.4	-6.3	2.1	4.4	-17.5
Total Retail Trade	-17.4	-8.9	-6.8	16.3	-18.5

Source: Bureau of the Census, Census of Retail Trade.

TABLE 12. AVERAGE NUMBER OF EMPLOYEES PER ESTABLISHMENT, CITY OF BOSTON, 1967-87.

Type of Business	1967	1972	1977	1982	1987
Building Materials	7.9	9.0	8.2	8.4	9.4
General Merchandise	139.1	126.6	232.0	198.6	62.1
Food Stores	19.4	30.4	19.5	22.1	16.6
Automotive	9.4	10.3	10.9	9.8	10.4
Apparel	16.2	17.8	15.9	17.1	10.0
Furniture	11.5	14.1	8.3	8.0	7.5
Eating & Drinking	13.4	13.2	15.9	20.0	20.9
Miscellaneous Retail	7.1	8.6	7.8	8.8	8.6
Total Retail Trade	15.5	17.4	15.5	17.0	14.9

Source: Bureau of the Census, Census of Retail Trade.

TABLE 13. TOTAL PERSONAL INCOME,
SUFFOLK COUNTY 1969-1987.

(in thousands)

YEAR	Current $	Constant 1987 $	Percent Change 1987 $
1969	3,142,939	9,736,459	---
1970	3,456,951	10,069,875	3.4
1971	3,644,871	10,114,085	0.4
1972	3,841,376	10,293,481	1.8
1973	4,098,127	10,364,809	0.7
1974	4,459,275	10,198,850	-1.6
1975	4,663,120	9,785,867	-4.0
1976	4,923,073	9,608,197	-1.8
1977	5,212,562	9,673,392	0.7
1978	5,620,382	9,911,848	2.5
1979	6,147,494	9,834,311	-0.8
1980	6,746,278	9,564,033	-2.7
1981	7,466,789	9,524,630	-0.4
1982	7,965,337	9,766,921	2.5
1983	8,691,221	10,197,815	4.4
1984	9,696,270	10,844,634	6.3
1985	10,411,129	11,143,905	2.8
1986	11,229,026	11,719,420	5.2
1987	12,115,031	12,115,031	3.4

Source: Bureau of Economic Analysis
Regional Economic Information System,
April 1988 and April 1989 releases.

TABLE 14. PER CAPITA PERSONAL INCOME, SUFFOLK COUNTY 1969-1987.

YEAR	Current $	Constant 1987 $	Percent Change 1987 $
1969	4,281	13,262	---
1970	4,691	13,665	3.0
1971	4,921	13,655	-0.1
1972	5,219	13,985	2.4
1973	5,706	14,431	3.2
1974	6,189	14,155	-1.9
1975	6,543	13,731	-3.0
1976	6,979	13,621	-0.8
1977	7,522	13,959	2.5
1978	8,511	15,010	7.5
1979	9,413	15,058	0.3
1980	10,359	14,686	-2.5
1981	11,411	14,556	-0.9
1982	12,161	14,912	2.4
1983	13,125	15,400	3.3
1984	14,567	16,292	5.8
1985	15,584	16,681	2.4
1986	16,694	17,423	4.4
1987	18,165	18,165	4.3

Source: Bureau of Economic Analysis
Regional Economic Information System,
April 1988 and April 1989 releases.

TABLE 15. RETAIL SALES BY BUSINESS TYPE, BOSTON METRO AREA *, IN 1987 CONSTANT DOLLARS, 1967-1987.

(thousands $)

Type of Business	1967	1972	1977	1982	1987
Building Materials	501,643	656,031	641,554	680,982	1,006,822
General Merchandise	2,584,629	2,704,353	2,451,582	2,043,282	2,299,391
Food Stores	3,510,595	3,962,837	3,845,635	3,414,142	3,667,807
Automotive	3,241,638	3,812,219	3,708,802	4,240,072	5,637,502
Apparel	1,084,077	1,215,847	1,136,820	1,284,925	1,427,089
Furniture	839,585	1,032,115	717,643	808,719	1,028,856
Eating & Drinking	1,457,541	1,772,564	1,875,610	2,077,864	2,342,684
Miscellaneous Retail	2,296,927	2,839,194	2,827,111	3,506,095	3,680,569
Total Retail Trade	15,516,643	17,995,167	17,204,757	18,057,195	21,090,720

* Boston Primary Metropolitan Statistical Area (PMSA)

Source: Bureau of the Census, Census of Retail Trade.

TABLE 16. COMPOSITION OF RETAIL SALES, BOSTON METRO AREA, 1967-1987.

-------- (in percent) ---------

Type of Business	1967	1972	1977	1982	1987
Building Materials	3.2	3.6	3.7	3.8	4.8
General Merchandise	16.7	15.0	14.2	11.3	10.9
Food Stores	22.6	22.0	22.4	18.9	17.4
Automotive	20.9	21.2	21.6	23.5	26.7
Apparel	7.0	6.8	6.6	7.1	6.8
Furniture	5.4	5.7	4.2	4.5	4.9
Eating & Drinking	9.4	9.9	10.9	11.5	11.1
Miscellaneous Retail	14.8	15.8	16.4	19.4	17.5
Total Retail Trade	100.0	100.0	100.0	100.0	100.0

* May not equal 100 percent due to rounding.

Source: Bureau of the Census, Census of Retail Trade.

TABLE 17. CHANGE IN RETAIL SALES, BOSTON METRO AREA, 1967-1987, IN CONSTANT 1987 DOLLARS.

Type of Business	1967-72	1972-77	1977-82	1982-87	1967-87
	--------- (in percent) ----------				
Building Materials	30.8	-2.2	6.1	47.8	100.7
General Merchandise	4.6	-9.3	-16.7	12.5	-11.0
Food Stores	12.9	-3.0	-11.2	7.4	4.5
Automotive	17.6	-2.7	14.3	33.0	73.9
Apparel	12.2	-6.5	13.0	11.1	31.6
Furniture	22.9	-30.5	12.7	27.2	22.5
Eating & Drinking	21.6	5.8	10.8	12.7	60.7
Miscellaneous Retail	23.6	-0.4	24.0	5.0	60.2
Total Retail Trade	16.0	-4.4	5.0	16.8	35.9

Source: Bureau of the Census, Census of Retail Trade.

TABLE 18. RETAIL EMPLOYEES, BOSTON METRO AREA, 1967-1987.

Type of Business	1967	1972	1977	1982	1987
Building Materials	7,242	7,749	6,097	7,091	7,452
General Merchandise	38,718	38,846	34,937	33,777	23,723
Food Stores	38,495	43,572	40,690	41,015	45,318
Automotive	17,740	20,895	21,268	18,268	25,561
Apparel	13,534	16,326	17,754	21,795	19,491
Furniture	7,419	9,774	7,936	8,576	9,731
Eating & Drinking	46,211	54,938	65,404	78,326	93,672
Miscellaneous Retail	24,804	34,044	27,952	35,593	42,721
Total Retail Trade	194,163	226,144	222,038	244,441	267,669

Source: Bureau of the Census, Census of Retail Trade.

TABLE 19. COMPOSITION OF RETAIL EMPLOYMENT, BOSTON METRO AREA, BY TYPE OF BUSINESS, 1967-1987.

Type of Business	1967	1972	1977	1982	1987
	-------- (in percent) ---------				
Building Materials	3.7	3.4	2.7	2.9	2.8
General Merchandise	19.9	17.2	15.7	13.8	8.9
Food Stores	19.8	19.3	18.3	16.8	16.9
Automotive	9.1	9.2	9.6	7.5	9.5
Apparel	7.0	7.2	8.0	8.9	7.3
Furniture	3.8	4.3	3.6	3.5	3.6
Eating & Drinking	23.8	24.3	29.5	32.0	35.0
Miscellaneous Retail	12.8	15.1	12.6	14.6	16.0
Total Retail Trade	100.0	100.0	100.0	100.0	100.0

Source: Bureau of the Census, Census of Retail Trade.

TABLE 20. PERCENT CHANGE IN RETAIL EMPLOYEES, BOSTON METRO AREA, BY TYPE OF BUSINESS, 1967-1987.

Type of Business	1967-72	1972-77	1977-82	1982-87	1967-87
Building Materials	7.0	-21.3	16.3	5.1	2.9
General Merchandise	0.3	-10.1	-3.3	-29.8	-38.7
Food Stores	13.2	-6.6	0.8	10.5	17.7
Automotive	17.8	1.8	-14.1	39.9	44.1
Apparel	20.6	8.7	22.8	-10.6	44.0
Furniture	31.7	-18.8	8.1	13.5	31.2
Eating & Drinking	18.9	19.1	19.8	19.6	102.7
Miscellaneous Retail	37.3	-17.9	27.3	20.0	72.2
Total Retail Trade	16.5	-1.8	10.1	9.5	37.9

Source: Bureau of the Census, Census of Retail Trade.

TABLE 21. RETAIL SALES PER EMPLOYEE, BOSTON METRO AREA, IN CONSTANT 1987 DOLLARS, 1967-1987.

Type of Business	1967	1972	1977	1982	1987
Building Materials	69,269	84,661	105,225	96,306	144,617
General Merchandise	66,756	69,618	70,171	60,493	103,749
Food Stores	91,197	90,950	94,511	83,241	86,631
Automotive	182,730	182,446	174,384	232,103	236,074
Apparel	80,101	74,473	64,032	58,955	78,371
Furniture	113,168	105,598	90,429	94,302	113,171
Eating & Drinking	31,541	32,265	28,677	26,528	26,770
Miscellaneous Retail	92,604	83,397	101,142	98,537	92,217
Total Retail Trade *	79,916	79,574	77,486	74,165	84,340

* Columns may not add exactly due to rounding.

Source: Bureau of the Census, Census of Retail Trade.

TABLE 22. CHANGE IN RETAIL SALES PER EMPLOYEE, BOSTON METRO AREA, IN CONSTANT 1987 DOLLARS, 1967-1987.

	(in percent)				
Type of Business	1967-72	1972-77	1977-82	1982-87	1967-87
Building Materials	22.2	24.3	-8.5	50.2	108.8
General Merchandise	4.3	0.8	-13.8	71.5	55.4
Food Stores	-0.3	3.9	-11.9	4.1	-5.0
Automotive	-0.2	-4.4	33.1	1.7	29.2
Apparel	-7.0	-14.0	-7.9	32.9	-2.2
Furniture	-6.7	-14.4	4.3	20.0	0.0
Eating & Drinking	2.3	-11.1	-7.5	0.9	-15.1
Miscellaneous Retail	-9.9	21.3	-2.6	-6.4	-0.4
Total Retail Trade	-0.4	-2.6	-4.3	13.7	5.5

Source: Bureau of the Census, Census of Retail Trade.

TABLE 23. NUMBER OF RETAIL ESTABLISHMENTS, BOSTON METRO AREA, BY TYPE OF BUSINESS, 1967-1987.

Type of Business	1967	1972	1977	1982	1987
Building Materials	811	784	635	657	673
General Merchandise	461	478	285	265	324
Food Stores	2,173	1,823	1,889	1,790	2,126
Automotive	2,199	2,276	2,300	1,932	1,968
Apparel	1,011	1,091	1,184	1,241	1,821
Furniture	796	818	968	957	1,324
Eating & Drinking	3,568	3,512	3,908	3,681	4,883
Miscellaneous Retail	3,757	3,739	3,827	4,032	4,543
TOTAL	14,776	14,521	14,995	14,555	17,662

Source: Bureau of the Census, Census of Retail Trade.

TABLE 24. COMPOSITION OF RETAIL ESTABLISHMENTS, BOSTON METRO AREA, 1967-1987.

	(in percent)				
Type of Business	1967	1972	1977	1982	1987
Building Materials	5.5	5.4	4.2	4.5	3.8
General Merchandise	3.1	3.3	1.9	1.8	1.8
Food Stores	14.7	12.6	12.6	12.3	12.0
Automotive	14.9	15.7	15.3	13.3	11.1
Apparel	6.8	7.5	7.9	8.5	10.3
Furniture	5.4	5.6	6.5	6.6	7.5
Eating & Drinking	24.1	24.2	26.1	25.3	27.6
Miscellaneous Retail	25.4	25.7	25.5	27.7	25.7
Total Retail Trade	100.0	100.0	100.0	100.0	100.0

* May not equal 100 percent due to rounding.

Source: Bureau of the Census, Census of Retail Trade.

TABLE 25. CHANGE IN NUMBER OF RETAIL ESTABLISHMENTS, BOSTON METRO AREA, 1967-1987.

Type of Business	1967-72	1972-77	1977-82	1982-87	1967-87
	-------- (in percent) ---------				
Building Materials	-3.3	-19.0	3.5	2.4	-17.0
General Merchandise	3.7	-40.4	-7.0	22.3	-29.7
Food Stores	-16.1	3.6	-5.2	18.8	-2.2
Automotive	3.5	1.1	-16.0	1.9	-10.5
Apparel	7.9	8.5	4.8	46.7	80.1
Furniture	2.8	18.3	-1.1	38.3	66.3
Eating & Drinking	-1.6	11.3	-5.8	32.7	36.9
Miscellaneous Retail	-0.5	2.4	5.4	12.7	20.9
Total Retail Trade	-1.7	3.3	-2.9	21.3	19.5

Source: Bureau of the Census, Census of Retail Trade.

TABLE 26. AVERAGE NUMBER OF EMPLOYEES PER ESTABLISHMENT, BOSTON METRO AREA, 1967-87.

Type of Business	1967	1972	1977	1982	1987
Building Materials	8.9	9.9	9.6	10.8	11.1
General Merchandise	84.0	81.3	122.6	127.5	73.2
Food Stores	17.7	23.9	21.5	22.9	21.3
Automotive	8.1	9.2	9.2	9.5	13.0
Apparel	13.4	15.0	15.0	17.6	10.7
Furniture	9.3	11.9	8.2	9.0	7.3
Eating & Drinking	13.0	15.6	16.7	21.3	19.2
Miscellaneous Retail	6.6	9.1	7.3	8.8	9.4
Total Retail Trade	13.1	15.6	14.8	16.8	15.2

Source: Bureau of the Census, Census of Retail Trade.

TABLE 27. TOTAL PERSONAL INCOME,
BOSTON NECMA *, 1969-1987.

(in thousands)

YEAR	Current $	Constant 1987 $	Percent Change 1987 $
1969	16,466,864	51,012,428	---
1970	17,781,943	51,797,650	1.5
1971	18,862,464	52,341,103	1.0
1972	20,292,770	54,377,194	3.9
1973	21,968,155	55,560,928	2.2
1974	23,776,795	54,380,131	-2.1
1975	25,230,096	52,947,029	-2.6
1976	27,144,556	52,977,125	0.1
1977	29,451,746	54,656,093	3.2
1978	32,530,000	57,368,419	5.0
1979	36,262,201	58,009,614	1.1
1980	40,818,336	57,867,157	-0.2
1981	45,556,276	58,111,546	0.4
1982	49,481,354	60,672,948	4.4
1983	53,789,868	63,114,164	4.0
1984	59,928,827	67,026,415	6.2
1985	64,538,722	69,081,210	3.1
1986	69,607,947	72,647,866	5.2
1987	75,470,286	75,470,286	3.9

* The Boston New England County Metropolitan Area.

Source: Bureau of Economic Analysis
Regional Economic Information System,
April 1988 and April 1989 releases.

TABLE 28. PER CAPITA PERSONAL INCOME, BOSTON NECMA *, 1969-1987.

YEAR	Current $	Constant 1987 $	Percent Change 1987 $
1969	4,471	13,851	---
1970	4,782	13,930	0.6
1971	5,043	13,994	0.5
1972	5,404	14,481	3.5
1973	5,859	14,818	2.3
1974	6,377	14,585	-1.6
1975	6,801	14,272	-2.1
1976	7,341	14,327	0.4
1977	7,984	14,817	3.4
1978	8,846	15,600	5.3
1979	9,880	15,805	1.3
1980	11,133	15,783	-0.1
1981	12,402	15,820	0.2
1982	13,493	16,545	4.6
1983	14,612	17,145	3.6
1984	16,198	18,116	5.7
1985	17,391	18,615	2.8
1986	18,664	19,479	4.6
1987	20,239	20,239	3.9

* The Boston New England County Metropolitan Area.

Source: Bureau of Economic Analysis
Regional Economic Information System,
April 1988 and April 1989 releases.

TABLE 29. CITY OF BOSTON RETAIL SALES AS A SHARE OF BOSTON METRO AREA RETAIL SALES, 1967-1987.

Type of Business	1967	1972	1977	1982	1987
	(in percent)				
Building Materials	14.9	13.1	9.6	13.9	12.5
General Merchandise	37.7	27.6	19.4	17.8	18.4
Food Stores	23.8	20.1	17.9	18.0	18.1
Automotive	21.2	15.7	12.0	9.5	9.7
Apparel	38.3	31.2	27.0	21.5	25.9
Furniture	24.5	19.1	16.6	16.4	19.7
Eating & Drinking	42.4	34.9	32.3	31.1	37.0
Miscellaneous Retail	34.0	30.2	24.7	22.9	24.7
Total Retail Trade	29.6	23.8	19.8	18.4	19.5

Source: Bureau of the Census, Census of Retail Trade.

TABLE 30. CITY OF BOSTON RETAIL EMPLOYEES AS A SHARE OF BOSTON METRO AREA RETAIL EMPLOYEES, 1967-1987.

Type of Business	1967	1972	1977	1982	1987
	(in percent)				
Building Materials	21.1	19.1	14.9	11.7	12.5
General Merchandise	42.7	34.9	26.6	22.3	15.7
Food Stores	35.5	34.3	19.2	18.1	16.0
Automotive	21.8	17.0	16.1	12.4	8.5
Apparel	50.2	39.2	29.5	23.5	22.3
Furniture	37.9	30.0	22.2	16.0	15.7
Eating & Drinking	38.5	27.3	27.6	28.4	29.6
Miscellaneous Retail	34.7	25.3	26.1	23.6	20.0
Total Retail Trade	36.9	29.4	24.2	22.6	21.0

Source: Bureau of the Census, Census of Retail Trade.

TABLE 31. CITY OF BOSTON RETAIL ESTABLISHMENTS AS A SHARE OF BOSTON METRO AREA RETAIL ESTABLISHMENTS, 1967-1987.

	(in percent)				
Type of Business	1967	1972	1977	1982	1987
Building Materials	23.8	20.9	17.5	15.1	14.7
General Merchandise	25.8	22.4	14.0	14.3	18.5
Food Stores	32.4	26.9	21.2	18.8	20.5
Automotive	18.7	15.1	13.6	12.0	10.7
Apparel	41.5	33.0	27.8	24.1	24.0
Furniture	30.8	25.4	21.9	18.0	15.3
Eating & Drinking	37.2	32.5	29.2	30.2	27.3
Miscellaneous Retail	32.2	26.7	24.4	23.7	21.9
Total Retail Trade	31.3	26.3	23.2	22.3	21.4

Source: Bureau of the Census, Census of Retail Trade.

TABLE 32. RATIO OF RETAIL SALES TO TOTAL PERSONAL INCOME, CITY OF BOSTON, 1972-1987.

	RATIO OF TOTAL RETAIL SALES IN CITY OF BOSTON TO TOTAL PERSONAL INCOME IN:	
Year	SUFFOLK COUNTY	BOSTON METRO COUNTIES
1972	0.4159	0.0787
1977	0.3515	0.0622
1982	0.3411	0.0549
1987	0.3390	0.0544

	RATIO OF TOTAL RETAIL SALES IN BOSTON PMSA TO TOTAL PERSONAL INCOME IN:
Year	BOSTON METRO COUNTIES
1972	0.3309
1977	0.3148
1982	0.2976
1987	0.2795

Source: Bureau of the Census, Census of Retail Trade; Bureau of Economic Analysis, Regional Economic Information System, April 1988 and April 1989 releases.

TABLE 33. CONSUMER PRICE INDEX AND MULTIPLIERS, 1969-1988, ALL URBAN CONSUMERS, BOSTON METROPOLITAN AREA, ALL ITEMS (1982-84=100).

Year	CPI	Multiplier (1987 $)	Percent Change	Multiplier (1988 $)
1950	23.9	4.90	---	5.20
1951	25.5	4.59	6.7	4.87
1952	26.0	4.50	2.0	4.78
1953	26.1	4.49	0.4	4.76
1954	26.3	4.45	0.8	4.72
1955	26.4	4.44	0.4	4.70
1956	27.1	4.32	2.7	4.58
1957	28.1	4.17	3.7	4.42
1958	28.9	4.05	2.8	4.30
1959	29.1	4.02	0.7	4.27
1960	29.8	3.93	2.4	4.17
1961	30.2	3.88	1.3	4.11
1962	30.8	3.80	2.0	4.03
1963	31.4	3.73	1.9	3.96
1964	31.9	3.67	1.6	3.89
1965	32.5	3.60	1.9	3.82
1966	33.6	3.49	3.4	3.70
1967	34.4	3.40	2.4	3.61
1968	35.8	3.27	4.1	3.47
1969	37.8	3.10	5.6	3.29
1970	40.2	2.91	6.3	3.09
1971	42.2	2.77	5.0	2.94
1972	43.7	2.68	3.6	2.84
1973	46.3	2.53	5.9	2.68
1974	51.2	2.29	10.6	2.43
1975	55.8	2.10	9.0	2.23
1976	60.0	1.95	7.5	2.07
1977	63.1	1.86	5.2	1.97
1978	66.4	1.76	5.2	1.87
1979	73.2	1.60	10.2	1.70
1980	82.6	1.42	12.8	1.50
1981	91.8	1.28	11.1	1.35
1982	95.5	1.23	4.0	1.30
1983	99.8	1.17	4.5	1.24
1984	104.7	1.12	4.9	1.19
1985	109.4	1.07	4.5	1.14
1986	112.2	1.04	2.6	1.11
1987	117.1	1.00	4.4	1.06
1988	124.2	0.94	6.1	1.00

Source: U.S. Department of Labor, Bureau of Labor Statistics.